

Study on the Impression of Smart and Social Media Marketing in the Market

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Abstract: Smart marketing, variant of social media marketing, incorporated with the traditional marketing model and strategy process to the most important elements needed to build a powerful brand. By means of a logical and easy-to-understand planning process, this paper highlights and impact of social media for smart marketing. The analysis is been done for 60 correspondents through questionnaires. Also studies the perception of the customers.

Keywords: Social media, Smart marketing, Advertising, Internet, E-marketing, E-commerce.

1. Introduction

Goals are an important part of marketing. It helps us to improve how much effect we can work, and it keeps us focused and pushes us to be better, and goals should be SMART by following way.

A. Specification of numbers

It should be specified with real numbers and deadlines.

B. Measurement of required data

The goal should be measurable so that you can track the percentage of achievement.

C. Attainability

The characteristic of a good goal is challenging but same time it should be possible. It should not be overconfidence.

D. Authenticity

Be honest with yourself, because you know what you and your team are capable of Don't forget any hurdles you may have to overcome.

E. Boundation of time

Do work with a deadline. Don't keep pushing towards a goal you might hit "someday."

F. Background

For smart marketing following points to be remembered in view of successful marketing

G. Knowledge about your client

It is the most important and first step in the marketing process. You have to identify your client so as to focus on them.

Determine where you're ideal client lives and where you are ideal client lives and where their business is based, his demographic, geographic area, Age gender, annual income, occupation etc.

H. Desires of clients

Most of the people buy products or services for their future, hence their future should be benefited by your product. People save things for survival, enjoying the life, get away from fear, pain, and danger, Comfortable conditions in living, to be a superior and winning, Care and protection of loved ones, Social approval etc.

I. Market competition

Your direct competitions are those businesses who offer a similar quality product or service for a similar price to your carefully defined target market. Hence remember your competitors should be similar to you in terms of quality, price and size. Identify your main competitors and find out their Marketing strategy, Offerings, Price, Key messages and USP, Core Values, Position in the marketplace this review will give you an idea of how you can compete effectively. The marketing team should complete the rest of their SMART marketing plan with the following findings in mind.

J. Market communication

You should be very specific about your messages that you want to communicate bearing in mind the findings on your competition. These messages include your, Unique Selling Proposition, Value Proposition, Core Values, Benefits and emotional benefits, your core values are as important as the heart of your brand. Each word of advertisement should make a proposition to the consumer each advertisement must say to each reader: "Buy this product, and you will get this specific benefit."

K. Statement of problem

The present study examined the "Social media and smart Marketing". The main focus of this study was to analyze the users' perception of smart marketing while shopping online.

L. Significance and need of the market study

Today information technology has developed rapidly and

had a huge impact on shopping and marketing. Its time need to understand the needs of users and their belief in the strategies used for marketing. For instance, this study may serve as an evaluation of users' belief on marketing strategies; the producers must know whether their services are meeting user's needs? The result of the present study may be used to evaluate and improve in production and marketing strategy and the user's opinion will be presented to the marketing team.

M. Objective of study

- To study the current situation of the Market
- To study the services given by the marketing team
- To study the wants of users and analyze their belief in marketing strategy
- To suggest some improvements in services if required.

N. Scope and limitations

This study is limited to the faculty members of Harcourt Butler Technical University, Kanpur; this population is chosen for study to understand the users and find out their perception about online shopping and marketing strategy. This study does not differentiate the information collected as per branches or as per years.

2. Literature survey

In today's technology-driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers while offering a personal channel and currency for user-centred networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on;

- Defining what it is through the explanation of new terminology and concepts that make up its foundations.
- Exploring the impact of a company's integration of social media on consumer behaviour. This paper begins with an explanation of terminology that defines social media marketing, followed by a discussion of the four main themes found within current research studies: Virtual Brand Communities, Consumers Attitudes and Motives, User Generated Content, and Viral Advertising.

Although social media marketing is a well-researched topic

[1], it has only been studied through experimental and theoretical research; studies never precisely describe the benefits retailers gain from this marketing tactic. In reviewing the rich plethora of multi-disciplinary literature, it is has become clear that studies are focusing on describing what social media marketing is as well as examining what factors affect consumer behaviour relative to social networking. Despite the initial progress made by researchers, development in this area of study has been limited [2]. Research needs to expand by providing a deeper understanding of the long term promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real-life applications. This review of literature touches upon the gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailers [3].

3. Research methodology

For this case study following research, the methodology was used [2].

A. Survey

The survey is the most used research method in research to collect data because these instruments assess effectiveness, assist with decision priorities services solve the problem and evaluate user interaction and satisfaction. It identifies user needs and priorities define user interest attitude and characteristics.

B. Questionnaire

Most of the studies conducted with a questionnaire because it is less time consuming and economical for a scattered problem. The population of the study considered the faculty of the Sanjay Ghodawat University. A researcher designs a questionnaire and conducts a survey. We sent total 100 questionnaires from which we received 80 filled forms.

C. Data collection and interpretation

The data collected through questionnaire were organized and tabulated by statistical methods, tables and charts. The tables and charts were generated by using MS Office 2007 version. Once the survey was completed, the received responses were analyzed and interpreted by the researcher.

4. Data analysis

The researcher collects the information with the help of a questionnaire from 80 Staff and gets the following type of responses for the questions.

A. When we ask a question about general information like Age, gender, Educational qualification, salary we got the following response

1) Age

Table 1
Age

Age Group	25-30	30-35	35-40	40-45	45-50
No. of respondents	15	31	16	13	5

From the Table 1, we can conclude that the majority of respondents are from the 30-35 age group and a very few are from 45-50.

2) Gender

Table 2
Gender

Gender	Male	Female
No. of respondents	53	27

Above table, shows that 53 male and 27 female respondents have replied with filled in the questionnaire.

3) Educational qualification

Table 3
Educational qualification

Educational Qualification	No. of Respondents
Post Graduate	56
Registered PhD	13
PhD	11

From the above table we can conclude that the majority of respondents i.e. 56 were from PG level educational background, 13 from registered for PhD and 11 were Ph.D.

4) Salary

Table 4
Salary

Salary range (Rs.)	30000-35000	35000-40000	40000-45000	45000-50000	50000 and above
No. of respondents	15	31	17	13	4

From the above table, we can conclude that 15 respondents are in the salary range of 30-35 thousand Rs. 31 from 35-40 thousand, 17 from 40-45 thousand, 13 from 45-50 thousand and remaining 4 from above 50 thousand salaries.

B. When we ask about how much time they are spending on social media we got the following response

Table 5

Reason for being online	Entertainment	Shopping	Knowledge	communication	Time pass
No. of respondents	15	31	16	13	5

From the above table we can conclude that 15 respondents are using internet for Entertainment purpose, 31 for shopping, 16 for knowledge up gradation, 13 for communication while 5 are using the net for time pass.

C. When we ask a question about general information like Age, gender, Educational qualification, salary we got the when

we ask a question about which shopping sites they use for online shopping then we got the following response

Table 6

Shopping sites	Amazon	Flipkart	Snapdeal	eBay	Myntra
No. of respondents	38	18	15	5	4

From the above table, we can conclude that majority of respondents are using Amazon as online shopping site which is 38, 18 are using Flip Kart, 15 are using Snap Deal, 5 are using eBay and remaining 4 are using the Myntra.

D. When we ask about the reason they buy a product online we received the following response

Table 7

Particulars	No. of respondents
Brand	28
Quality	69
Product Life	44
Cost of Product	62
User-friendly product	15
After sale service	36
On time availability	8
Offers / Sales/ Discount	74
Seasonal marketing	18
Quantity	30
Look of product	38

From the above table we can conclude that 74 respondents are shopping as per offers criteria, 69 per as per quality, 62 as a product cost, 44 as the life of a product, whereas very few are interested in on time availability and user-friendly products.

E. When we ask about which marketing strategy you believe to purchase products online we received following response

Table 8

Marketing strategy	No. of respondents
Product itself	70
Effectiveness of product	77
Tag Line	15
Punch Line	7
Sense of Humor	5
The picture quality of AD	2
Celebrities used for AD	5

From the above table, we can conclude that in marketing strategy 77 are keen about the effectiveness of the product, 70 about product life while very little belief on tag line and celebrities used in AD.

5. Conclusion

It is been observed through the case study that impact of social media is increasing day by day with the technology. Customers prefer and attracted to online shopping through social media advertisement. More Customers are satisfied with the quality, brand and product cycle. Also, there is the flexibility of getting discounts and offers through the internet.

This paper suggests social media advertising for the company to reach every corner of the market.

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